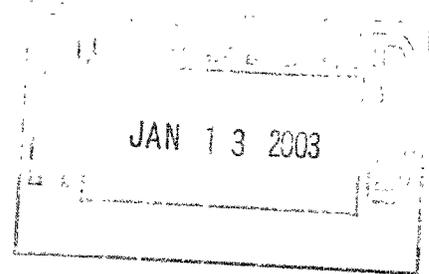




Nutrition Now[®], Inc.

6350 NE Campus Drive
Vancouver, Washington 98661-6877
Telephone (360) 737-6800 FAX (360) 737-3699
www.nutritionnow.com

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January 2, 2003

Office of Nutritional Products,
Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
U.S. Food and Drug Administration
5100 Paint Branch Parkway
College Park, MD 20740

Re: Notification for Statements on Dietary Supplement Labels

Dear Sir / Madam:

This notification is being submitted by Nutrition Now, Inc., 6350 NE Campus Drive, Vancouver, Washington, 98661, a distributor of dietary supplement products.

Pursuant to the requirements of Section 6 of the Dietary Supplement Health and Education Act of 1994, Nutrition Now wishes to notify the Food and Drug Administration that Nutrition Now proposes to make [or "has made"] statements of "nutritional support", for its dietary supplement as follows:

Product Name

Text of the Statement(s)

Echinacea King[®]

1. Promotes a healthy immune system.*
2. Tasty chewable tablets for fast immune system support when you need it!*

The following disclaimer appears on the label: *These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

As required, enclosed are two photocopies of this notification.

The undersigned certifies on behalf of Nutrition Now that the information presented and contained in this correspondence is complete and accurate.

Sincerely,

Martin Rifkin
President

MR:map
Enclosures

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